

Registration Form

Please complete a registration form for each attendee.

An electronic version can be found at

www.dhcd.virginia.gov/mainstreet

Deadline for registering is Sept 7, 2007.

To attend both days of the workshop, the registration is \$100 for the first attendee from a community and \$80 for each additional person from the same community. To attend one day of the workshop, the registration is a flat fee of \$60.

The registration fee includes all training materials, morning refreshments, lunch and afternoon snacks for each day of attendance.

Full Registration

☐ First Attendee – Both Days \$100

☐ Additional Attendee – Both Days \$80

Single-Day Registration

☐ Day 1 only \$60

☐ Day 2 only \$60

Name _____

Organization _____

Address _____

Phone _____

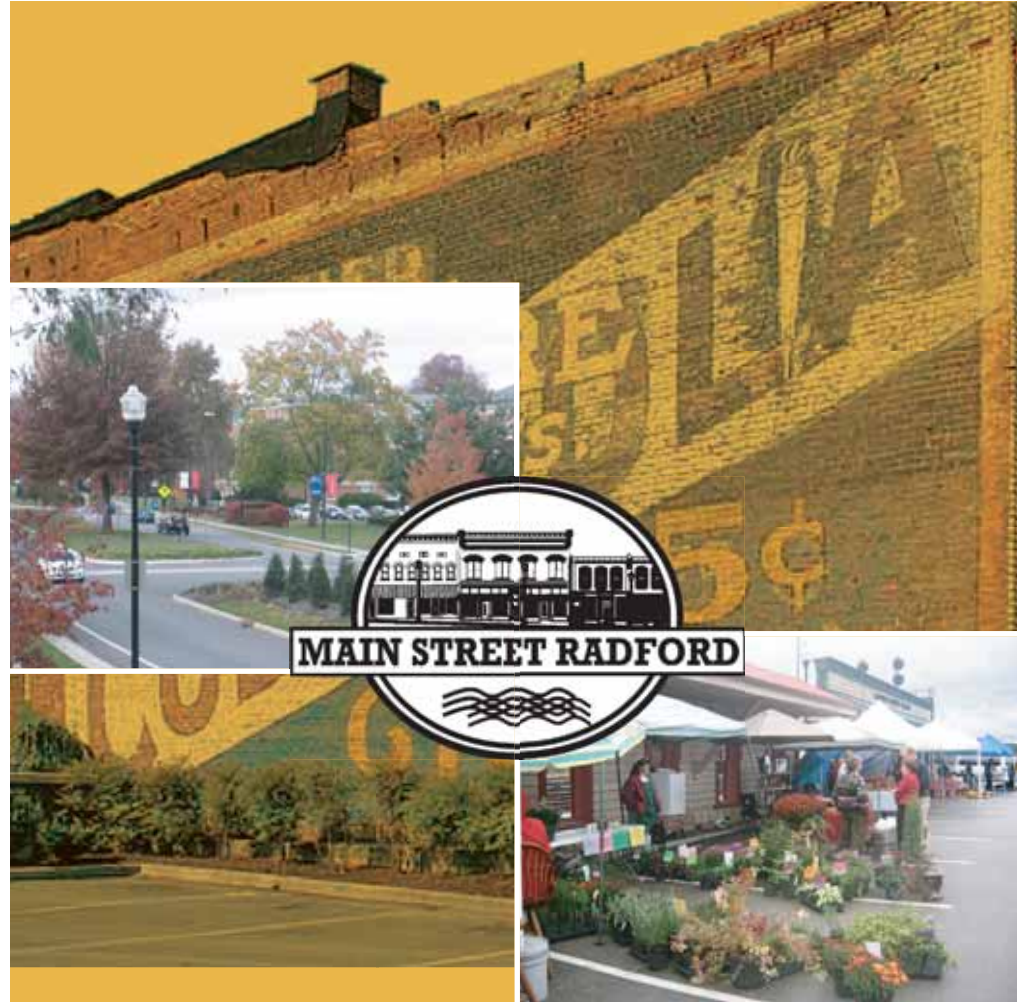
Email _____

Please make checks payable to "Treasurer of Virginia" and mail to the following address:

Virginia Department of Housing and Community Development
Virginia Main Street Program
501 N. Second Street
Richmond, Virginia 23219



Phone: (804) 371-7041
Fax: (804) 371-7093
Kyle.Meyer@dhcd.virginia.gov



Virginia Main Street Essentials

Radford, VA

Sept. 19 & 20, 2007

It's our yearly downtown revitalization boot camp! Are you ready for the challenge? Even if you've attended before, there's always something new to learn.

Main Street Essentials provides an overview of the Main Street Four Point Approach™ (design, promotion, organization, and economic restructuring) for both new and experienced leaders in downtown revitalization. This year, we'll focus on the key activities of the Design and Promotion Committees.

DAY 1

Design

The Virginia Main Street architect, Kathy Frazier of Frazier Associates, will provide an overview of the distinctive design characteristics of downtown — i.e. the elements that reflect its past and help explain its development. By taking advantage of these characteristics, a revitalization program can position the downtown as a unique shopping environment. Kathy will also share creative ways to create or enhance outdoor spaces in your community, such as sidewalk café seating, event pavilions, and parks. In the afternoon session, Bill Frazier of Frazier Associates will deliver a primer on downtown property development. This fast-paced session will cover the basics of development, understanding financial and architectural feasibility, and provide some Virginia examples of successful downtown projects. Position your community for success by knowing the developer's language, the real estate market and financing packages.

DAY 2

Promotion

Kathy LaPlante of the National Trust's Main Street Center will provide an overview of foundations for promotion development. A comprehensive promotion plan enables all of a Main Street organization's marketing and public relations activities to project a consistent image while still targeting key customer groups. Learn how your organization's entire scope of activities can work together to give customers a favorable impression of your district, as well as attract potential business and property owners. This session will help you streamline your events calendar through better evaluations of your current efforts, as well as diversify your offerings by adding new fundraising and retail-focused events that will keep your merchants happy and organization's coffers full.

Don't miss this opportunity to learn from nationally-respected experts in design and promotion, as well as network with your colleagues who are also engaged in the important work of bringing vitality to Virginia's downtowns. This Main Street Essentials training will leave you energized and armed with the right tools to start making a difference in your downtown right away!

Accommodation Information

A block of rooms is reserved at one B&B and three hotels:

The Grove at Radford B&B – 1123 Grove Ave, (540) 639-6390, \$65/night, includes breakfast

Best Western Radford Inn – 1501 Tyler Avenue, (540) 639-3000, \$60/night, includes breakfast

Comfort Inn & Suites – 2331 Tyler Avenue, (540) 639-3333, \$65/night, includes breakfast

La Quinta Inn Radford – 1450 Tyler Avenue, (540) 633-6800, \$62.99/night, includes breakfast

The first session begins at 9:30 a.m. on Wednesday, Sept. 19, so consider staying the night of Sept. 18. In order to take advantage of these special group rates, make your reservations by Sept. 7 and mention "Virginia Main Street" when booking.

Individuals requiring physical or sensory accommodations, please call Virginia Main Street at (804) 371-7041 by Sept. 10.

Registration Fee and Deadline

To attend both days of the workshop, the registration is \$100 for the first attendee from a community and \$80 for each additional person from the same community. To attend only one day of the workshop, the registration is a flat fee of \$60. The deadline for registration is Sept. 7, 2007.

Speaker Biographies

Kathy Frazier, AIA, Frazier Associates

Kathy Frazier is the Virginia Main Street Architect. A licensed architect and member of the American Institute of Architects, she is a principal of Frazier Associates in Staunton, Virginia. She has a degree in architecture from the University of Virginia and extensive experience in historic preservation design both as staff community designer and as a design consultant. Frazier oversees the design services of the Virginia Main Street program and has completed more than 2,000 façade designs in 31 communities. She has followed the Secretary of the Interior's Standards for Rehabilitation in all of her projects and is knowledgeable about technical preservation problems related to historic buildings.

William T. Frazier, AICP, Frazier Associates

Co-founder of Frazier Associates, Bill's area of specialty is urban planning, with an emphasis on design guidelines and corridor studies in the southeastern United States. Bill is a frequent speaker at local and regional conferences on community planning; his projects have been recognized for excellence with awards at the state and national level. Bill is also an architectural historian, and has spent more than 25 years integrating his community revitalization expertise with his background in historic preservation.

Kathy La Plante, National Trust for Historic Preservation's Main Street Center

Kathy La Plante has been a program officer for the National Trust in Washington D.C. since May, 2007. Prior to accepting this position she served as director of the New Hampshire Main Street Center, for more than 10 years. She was responsible for initiating the statewide Main Street Program and assisted 23 communities in implementing successful, local Main Street programs. As an independent consultant, she has worked in communities in Arkansas, Minnesota, Iowa, North Dakota, Vermont, Rhode Island, and Maine, as well as providing assistance to more than 20 communities in Wisconsin.